

# NBTA Draft Strategic Plan 2024 – 2029



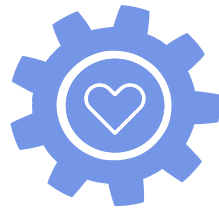
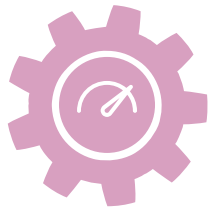
## Our Vision

“More people playing and enjoying tennis in our community.

Try Tennis Today, Play It Tomorrow, Love It Forever!”

## Our Mission

“To promote tennis in the Nelson Bays region as a fun, inclusive sport for all ages and abilities, creating opportunities to increase participation”



### PEOPLE

Actively encourage our clubs and communities to be successful by providing services, support and programmes that improve capability and resilience.

### COMMUNICATION & MARKETING

Provide effective and timely communications to our stakeholders.

Promote tennis throughout the region.

Try It Today: Play It Tomorrow: Love It Forever.

### ORGANISATIONAL EXCELLENCE

Leading an efficient, effective and sustainable organisation with a shared vision for tennis in the region.

### EVENTS

Deliver an annual events programme that meets the needs of our community.

Enable pathways for players, coaches and officials to reach their full potential.

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## PEOPLE



Actively encourage our clubs and communities to be successful by providing services, support and programmes that improve capability and resilience.

### Outcomes:

- ☐ Clubs are healthy, successful and thriving
- ☐ Grow the number of participants and keep players in the sport for longer
- ☐ The tennis community is open to innovative ways to play and deliver the game
- ☐ Facilitate an increase in the number of coaches and court officials

Targets	Today	2029
Every club has an effective and engaged committee		
Increase participation numbers		
Increase the number of officials		
Increase the number of qualified coaches		

## COMMUNICATION & MARKETING



Provide effective and timely communications to our stakeholders. Promote tennis throughout the region - **Try It Today: Play It Tomorrow: Love It Forever.**

### Outcomes:

- ☐ Increase engagement across all social and online platforms
- ☐ Happy, satisfied and engaged sponsors.
- ☐ Provide timely and accurate information to our tennis community and stakeholders
- ☐ Enhanced relationships with our member club

Targets	Today	2029
Grow social media followers & increase awareness of our sport		
Secure new sponsorships		
Retain and enhance the value proposition for existing sponsors		
Develop an effective communications plan		

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## ORGANISATIONAL EXCELLENCE



**Leading an efficient, effective and sustainable organisation with a shared vision for tennis in the region.**

### Outcomes:

- ☐ Clear vision and strategy which is collaboratively developed & communicated
- ☐ Meet our legal obligations with sound regulations and policies
- ☐ Support a safe tennis environment
- ☐ Be a financially secure and stable organisation

Targets	Today	2029
Develop and adopt a 5 year strategic plan and budget		
Have effective, relevant and adopted policies		
Consistent and sustainable delivery		
People working with children and the vulnerable are compliant with the TNZ Safe tennis policy		

## EVENTS



**Deliver an annual events programme that meets the needs of our community and enables pathways for players, coaches and officials to reach their full potential.**

### Outcomes:

- ☐ To inspire and enhance a positive competitive experience that meet the needs of our club members and the tennis community, ensuring compliance with current TNZ regulations.
- ☐ Increase the reach and appeal of events to players, volunteers and spectators.

Targets	Today	2029
Annual schedule of tournaments & events fit for purpose		
Increase competitive participation in junior events		
Increase competitive participation in senior events		
Develop and implement new tennis initiatives		